

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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J. H. MacDONALD

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No. 1709

RECEIVED  
JAN 1 1946  
NEW YORK, N. Y.

December 12, 1945

## LETTERS STILL COMING PRAISING ABC GALA "MET" BROADCAST

Although the better part of a month has passed since the American Broadcasting Company made radio history by broadcasting for the first time the entire opening performance of the Metropolitan Opera, congratulations continue to be received from the vast unseen audience. This broadcast of "Lohengrin", occupying four hours in the most desirable evening network time, Monday, November 26th, and by its mechanical excellence marking a new milestone in broadcasting, far from tiring listeners by the length evidently whetted their appetites for more.

When this news service inquired from the American Broadcasting Company exactly what the country wide response was, Harold A. Strickland, Music Editor of ABC, replied:

"From oldsters, some of whom recalled the days when they attended performances at the opera house, from students in elementary and high schools, have poured literally thousands of letters into the offices of the American Broadcasting Company congratulating this youngest of networks on its enterprise in broadcasting for the first time in the company's history the 'opening night' of the Metropolitan Opera season.

"From the Christmas Day in 1931 when the Metropolitan first went on the air until the inaugural on November 26 last, no 'first night' performance had ever been brought to radio listeners, although the Saturday matinees each week during the season have become so well known that, in every poll, the Metropolitan Opera ranks overwhelmingly first as the top musical attraction on the air and boasts the largest listening audience of any radio musical program.

"Through the cooperation of the Metropolitan Opera management, the Texas Company and the American Broadcasting Company, it was decided this season to yield to the requests that the 'first night' be brought to those who could not otherwise 'attend'. It meant a revamping of broadcast schedules, not only of the principal network stations, but also of those who have their own local sponsored programs but who wanted to join the hook-up for this important event.

"From Michigan, Minnesota, California, Colorado, Florida, Utah, Kentucky, Missouri, Indiana, Washington, Oklahoma, the entire Eastern seaboard as well as from Ontario, Quebec and other Canadian cities, letters of congratulation have poured in. Many say briefly 'thank you', but they took the time to say it.

"From Denver, comes word that a high school class gathered to 'attend' the opera opening as a group. From other cities the mail is still flowing in expressing how to some it was the 'event'



of their lives. Stations along the transcontinental network are still getting reports and forwarding them to New York. The Metropolitan itself received hundreds of letters and wires."

And no reference to Metropolitan Opera broadcasts would be complete without mention of the one and only Milton Cross, dean of announcers. To hundreds of thousands of listeners he is the Metropolitan. In fact, recently an admirer concluded a letter by saying: "I am again looking forward this Winter to you and the Opera."

Observing that radio as entertainment reached a new level of achievement when the opening of the Metropolitan was put on the air, the Washington Star said:

"Among those listening, there undoubtedly were at least a few persons who could and did remember the beginning of broadcasting just twenty-five years ago this month and who, with that advantage of experience, were prepared to appreciate to the full the marvelous progress which the industry has accomplished since 1920.

"Much of the miracle of radio has been the essential democracy of it. No other form of communication, unless it be the press, is so distinctively of the people, by the people and for the people. It goes directly into the homes of the Nation and draws its *raison d'etre* from that circumstance. At one extreme it offers programs which admittedly are popular because they make no pretense of culture, at the other it furnishes a demonstration of artistic excellence which theoretically appeals to a minority only.

"Yet inquiry discloses that a very large public responded to the opportunity afforded Monday evening. The premier broadcast of a Metropolitan opening, with the First Lady of the land attending, was in itself a news event, notably attractive as a fragment of current history. But Wagner's 'Lohengrin' likewise proved to possess all the traditional magic which has kept it alive through nearly a century of drastic change. The beauty of the music required no explanation. Neither did the skill and the grace of the singers and the orchestra need to be pointed out. The excitement of the whole occasion came over the ether in a manner that will not be forgotten soon. Everybody who shared in the performance deserves congratulation."

Listeners who missed "Lohengrin" the opening night will have another opportunity when it will again be broadcast by ABC with the same splendid cast plus Lauritz Melchior Saturday, December 22nd, at 2 P.M., EST.

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Heading the list of those urging Congress to prompt action on President Truman's national health plan are David Sarnoff, President of the Radio Corporation of America; Gardner Cowles, of the Cowles Broadcasting Company, and Gerard Swope, President of the General Electric Company.

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## WAR SECRETS TO ADD INTEREST TO RADIO ENGINEERS' MEETING

Final plans for the Institute of Radio Engineers' 1946 Winter Technical Meeting and Radio Engineering Show to be held January 23-26 in New York have been completed by Edward J. Content, Chairman of the Committee arranging for the meeting.

This meeting is expected to be the most important as well as one of the largest in the annals of the Institute. "The crowded calendar of professional and social events", Mr. Content declared, "gives members of the Institute an unprecedented opportunity to orientate themselves in the postwar pattern of the electronics and radio fields, to gain an understanding of the industry's reconversion program and to catch up on the newest developments and future prospects in the field."

Space in the Radio Engineering show - a display four times the size of any former I.R.E. Radio Engineering Show - has been fully spoken for by more than 120 firms.

The total of 168 exhibits occupying two floors and foyer space in the Hotel Astor will represent a comprehensive cross-section of the industry's newest and most important postwar products and should provide members with much information of value and interest to them in their particular fields.

At the annual I.R.E. banquet to be held Thursday, January 24th, the principal speaker will be Dr. Frank B. Jewett, President of the National Academy of Sciences. Edgar Kobak, President of the Mutual Broadcasting System will act as toastmaster.

At the President's luncheon, honoring the Institute's incoming president, Dr. Frederick B. Llewellyn, to be held on Friday, January 25th, Paul Porter, Chairman of the Federal Communications Commission will be the speaker and Lewis M. Clement, Vice President in charge of Research and Engineering, the Crosley Corporation, will act as master of ceremonies.

Also at the banquet the annual I.R.E. awards will be made: The Institute Medal of Honor given in recognition of distinguished service in radio communications; and the Morris Liebmann Memorial Prize, made to a member of the Institute who has made public during the recent past an important contribution to radio communications. Fifteen fellowships given by the Institute are also scheduled to be awarded.

The backbone of every technical meeting, the array of important technical papers on vital electronics and radio subjects, will this year take on added significance with discussion of the many remarkable war developments and newly released information on hitherto restricted items.

The subjects of the technical sessions give some hint of their importance. They include: Military Applications of Electronics; F.M. and Standard Broadcasting; Circuits and Theory; Television



Radio Navigation Aids; Vacuum Tubes; Microwave Vacuum Tubes, Antennas; Radar; Microwave Technique; Industrial Electronics; Communication Systems and Relay Lines; Radio Propagation; Broadcast Receivers; Quartz Crystals and Crystal Rectifiers.

This year, as has been previously reported, the Institute of Radio Engineers will be host at a joint meeting with the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's auditorium on Wednesday evening, January 23rd. To accommodate any overflow attendance such as occurred last year, arrangements have been made to install a public address system and to reserve another large meeting room in the same building. Dr. Bailey, in charge of arrangements for the joint meeting, further reported that there will be a timely address at this gathering by a speaker prominent in the electrical and electronics field.

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#### BROADCASTERS' MUSIC COMMITTEE SIZES UP PETRILLO SITUATION

Regarded as another approach to breaking up the Petrillo stranglehold and maybe to pave the way to a meeting with Petrillo himself, the new Music Committee of the National Association of Broadcasters met at the call of Justin Miller, President, in Washington last week.

In viewing the relations between the broadcasters and the musicians, Judge Miller, President of the NAB, declared he was confident that harmony can prevail "in all our relations if we adhere to a policy that is fair and equitable to the listening public, the musician and the broadcaster".

A list of Committee members in attendance follows:

Frank White, Vice-President, CBS; Frank Russell, Vice-President, NBC; Keith Kiggins, President, American Broadcasting Co.; Robert Swezey, MBS; E. E. Hill, WTAG, Worcester, Mass.; Theodore C. Streibert, President, WOR, New York City; Paul Morency, General Manager, WTIC, Hartford, Conn.; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Harold Ryan, Vice-President, Fort Industries, Toledo, O.; Clair McCullough, General Manager, WGAL, Lancaster, Pa.; Marshall Pengra, General Manager, KRNR, Roseburg, Ore.; Wayne Coy, WINX, Washington, D. C.; John Elmer, President, WCBM, Baltimore, Md.; Walter Damm, Vice-President, WTMJ, Milwaukee, Wis.

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At the annual meeting of the Associated Press to be held in New York next April, the Board of Directors intends to declare the eligibility of radio stations as associate members.

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FORT INDUSTRY STATIONS ADD TO NEW WASHINGTON OFFICE STAFF

The newest of Washington offices is that of the Fort Industry Company, of which Commander George B. Storer, USNR, is President, and J. Harold Ryan, former President of the National Association of Broadcasters, is Vice-President and General Manager, and which now has stations WSPD in Toledo, WGBS, Miami, WAGA, Atlanta, WWVA in Wheeling, WHIZ, Zanesville, WLOK, Lima, Ohio, and WMMN, Fairmont, West Va. The company has grown to such an extent that it was deemed necessary to have permanent representation in the National Capital.

As Manager, the company has selected Lieut. Commander John Koepf, USNR, who will take over early in the new year. Commander Koepf has been station in the Special Devices Division of the Office of Research and Inventions in the Radar and Communications Section of the Navy, located in Washington. Prior to his tour of duty with the Navy, Commander Koepf was associated with Proctor & Gamble, WLW, Cincinnati, Keelor-Stites, advertising agency, and the Cincinnati Post.

In the Washington office, which is located at 1245 - 31st Street, N.W., in historic Georgetown, with Commander Koepf will also be Maj. Glenn Boundy, chief engineer of the Fort Industry. It is expected likewise that both Commander Storer and Mr. Ryan will make frequent trips to the Capital to keep in touch with the national situation.

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PRESIDENT TRUMAN PAYS TRIBUTE TO JEROME KERN

President Harry S. Truman joined the American Society of Composers, Authors and Publishers and millions of music lovers in paying tribute to the late Jerome Kern Sunday afternoon in the ASCAP memorial service broadcast over the Columbia Broadcasting System.

The President, in a wire to Oscar Hammerstein II, said:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

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## FARNSWORTH HAS CAPACITY BUSINESS BOOKED FOR 1946

Farnsworth Television & Radio Corporation has already booked orders sufficient to utilize the company's production capacity throughout 1946, E. A. Nicholas, President, reported in a letter to stockholders.

The company recently acquired an additional plant at Huntington, Indiana, and is now arranging for the erection of a new administration and engineering building in Fort Wayne.

The report showed net profit for the six months ended October 31, after estimated taxes, of \$500,845. This figure subject to possible renegotiation, compared with \$592,921 reported for the corresponding period the preceding year. The decline, Mr. Nicholas stated, resulted from the termination of substantially all of the company's war contracts following the end of hostilities.

Despite the sudden end of the war with Japan, reconversion of the company's facilities was started without delay. By the end of the month following V-J Day, a new line of Farnsworth radio receivers and radio-phonograph combinations had been introduced to distributors. Additional production has been held up somewhat by inability to obtain material and parts from certain suppliers whose activities were delayed incident to the establishing of OPA price formation and as a result of strikes. Initial production, however, will be on the market before the end of the year.

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## ABC BROADCASTS GIVE LABOR AND MANAGEMENT AN EVEN BREAK

The American Broadcasting Company, Inc., again in 1946 will donate a half hour listening period each week to current labor and management problems.

"We feel that by extending these public service features, we can help to keep America fully informed on one of the most crucial issues of our time", Charles C. Barry, National Program Manager for the American network said in announcing the continuation of the series.

"LABOR, USA" will continue to present labor news, dramatizations and interpretations at its regular time from 6:45 to 7 P.M., EST on Saturdays. During the first 26 weeks of the series the CIO will present their views while the second half of the 52-week series will be taken over by the A. F. of L.

Immediately following the "LABOR, USA" broadcasts, a new management program, "It's Your Business" will make its debut over the American network on January 5th, from 7 to 7:15 P.M., EST. This program will present news reviews of business headlines by well-known authorities in the business field.

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## REGARDS RADIO GAG BILL INSULT TO INTELLIGENCE OF CONGRESS

Chances still seem to be pretty slim for the bill of Representative John S. Wood (D), of Georgia, which would gag radio stations and commentators, to get anywhere. Another spike was driven into it by the Washington Post, the editor of which is Eugene Meyer, owner of WINX, which speaking editorially, said:

"The bill which Representative Wood has introduced 'to regulate subversive and un-American propaganda' is just about the sort of legislation which one would expect to see emerge from the House Committee on un-American Activities. It would be insulting to the intelligence of the House as a whole to suppose that it means to treat his proposals with any degree of seriousness. \* \* \*

"Mr. Wood's bill declares all radio stations shall 'by proper and frequent announcements clearly separate and distinguish programs consisting of news items from those programs based upon, or consisting of, personal opinion or propaganda.' \* \* \*

"He would make matters as difficult as possible for those who broadcast 'opinions or propaganda'. He would require radio stations to 'describe and identify' them and 'to keep on file for public inspection a sworn statement of facts, setting forth the place of birth, name, nationality and political affiliation of such persons.' The relevance of such statistics is difficult to discern. He would also require stations to maintain in each State within 500 air-line miles of the transmitter 'a legal agent upon whom legal process may be served'. It seems to us that this goes far beyond reasonable protection against libel or abuse and invites harassment. What Mr. Wood and his committee seem to want, characteristically, is to regulate by suppression. It would be hard to devise a more un-American approach to the problem of propaganda."

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## CALLS HALT ON BROOKLYN RADIO CO. FOR HAIR GROWING CLAIMS

Max L. Guthartz, also known as Max Guthart, trading as Guthart Laboratories, Guthart Lbs., Guthart Chem. Co., B. M. Guthartz Mfg. Co., Engineering Radio Co., and Eng. Radio Company, 2872 West 29th Street, Brooklyn, selling and distributing sundry commodities, has stipulated with the Federal Trade Commission to cease and desist from certain misrepresentations concerning his products.

The respondent is engaged in the mail order sale of his commodities and has adopted and used as designations for his business the trade names Guthart Laboratories, Guthart Labs., and others, and represents his address to be the "Guthartz Building" or "Guthart Building". The respondent does no manufacturing of any kind and conducts no laboratory, chemical plant or engineering business as represented by his use of such trade names, and there never has been a "Guthartz Building" or "Guthart Building", the premises he occupies consisting of a two-family dwelling house, in the basement of which he rented a small space for the conduct of his business.



The respondent agrees to cease using the words "laboratories", "chemistry" or "manufacturing" or their abbreviations as a part of his trade names or as descriptive of his business; describing the premises where he carries on his business as "Guthartz Building", or "Guthart Building", or in any other way representing that he owns or occupies an industrial or office building as dimplied, or that his mail order business has the magnitude and stability thus indicated.

He further agrees to cease representing that the preparation offered by him for use on the scalp is a competent treatment or effective remedy for baldness, loss of hair or dandruff or that it will promote the growth of hair; representing that his "Amazing New Vitamin" tablets have favorable effect on the grayness of hair or that such method has proven successful in 92 percent, or any proportion of cases tested and representing that his radio devices will have any favorable effect whatsoever on radio receptivity.

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#### MORE PERMITS FOR DISPATCHING TAXIS AND BUSSES BY RADIO

Applications were granted this week by the Federal Communications Commission to additional transportation companies throughout the country for the purpose of testing and developing radio communication systems in connection with taxicabs and busses. The Commission acted favorably upon the request of the Yellow Cab Company of Missouri to establish a land station in Kansas City and a mobile unit installed in a taxicab operating in that vicinity. Both stations will use the frequency of 156.17, the land station operating on 50 watts and the portable with 25 watts.

The Transportation Communications Service, Inc., of North Carolina was granted authority to construct five portable and portable mobile stations for the purpose of developing a radio communication system in the proposed Urban Mobile Service, in the general vicinity of Guilford, North Carolina. Frequencies 156.17 and 156.20 megacycles will be used; 10 watts power; A3 emission.

The Transportation Communication Service, Inc. was organized for the purpose of engaging generally in a program of research in the proposed General Mobile Radio Service and the units authorized are to be installed in taxicabs of the Blue Bird Cab Company of High Point, N.C., and the equipment will be under the control of the Transportation Communications Service.

Granite Stages of New Hampshire was granted applications for authority to construct one land station and one portable mobile station with six units, in the Class II Experimental Service for the purpose of developing a radio communication system in the Highway Mobile Service. The land station will be located in Peterborough, New Hampshire, and the portable mobile units are to be installed on motor coaches operating in the vicinity. All units will use frequency 39.14 megacycles; land station operating with 50 watts power.

Experiments are now being made with radio dispatched taxicabs in Washington, D. C. Two such vehicles of the Yellow Cab Company here have been authorized by the FCC to conduct the experiments for 90 days. Alden T. Keating, General Manager, said that if the experiments are a success as many of the company's 610 taxis as are necessary to serve the public will be equipped with two-way dashboard radios so that they can be dispatched anywhere.

Under the system, when the cab company's office receives a call for a taxi the vehicle nearest the locality of the request will be dispatched. Each cab driver will periodically report his position to the dispatcher.

Mr. Keating said that cabs No. 480 and 292, the vehicles used in the experiment, will respond only to emergency calls to the company's office. However, while the two cabs are cruising or awaiting radio orders they will pick up passengers in the ordinary way.

The radio-dispatched cabs are expected to play an important part in providing transportation to outlying districts. A similar system for taxicabs has been in use in Cleveland for some time, Mr. Keating said.

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#### APPLICATIONS GRANTED BY THE FCC

KLCN, Harold L. Sudbury, Blytheville, Ark., granted authority to determine operating power by direct measurement of antenna power, upon condition that no operation of the station may occur between local sunset and local sunrise; W2XCS, Columbia Broadcasting System, Inc., New York City., granted license to cover construction permit which authorized a new experimental television broadcast station, on an experimental basis only, conditions, and subject to changes in frequency assignment which may result from proceedings in Docket No. 6651. Power 1 KW (peak) Vis. and 1 KW Aur.; WINS, Hearst Radio, Inc., New York City, granted modification of construction permit for extension of completion date to 2/28/46, subject to conditions as the Chief Engineer shall deem necessary to determine that the DA pattern is obtained and maintained, and subject further to the express condition that permittee herein shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation;

Also, WATX, The Regents of the University of Michigan, Ann Arbor, Mich., granted modification of construction permit authorizing a new non-commercial educational broadcast station, to change frequency from 42.1 mcs. to "to be determined" by FCC, change power from 50 KW and type of transmitter to "to be determined", change transmitter location a distance of 420 feet and for approval of antenna, and extension of completion date to 6/16/46.

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## RCA TO SHOW PRESS LATEST THING IN TELEVISION

Outstanding developments in television will be revealed to radio and news editors by the Radio Corporation of America tomorrow (Thursday, December 13). The demonstration will take place at the RCA Laboratories at Princeton, N. J.

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## MITCHELL, JOLLIFFE NEW RCA V-Ps; ABC PROMOTIONS ALSO

Pre-Christmas advancements were the order of the day last week at both the Radio Corporation of America and the American Broadcasting Company. At RCA, Lieut. Col. Thompson H. Mitchell, at present Vice-President and General Manager of R. C. A. Communications, Inc., was elected Executive Vice-President of R. C. A. Communications.

E. W. Engstrom was made Vice-President in Charge of Research of RCA Laboratories Division and E. C. Anderson as Vice-President in Charge of the Commercial Department of RCA Laboratories Division. Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, was elevated to Executive Vice-President in Charge of RCA Laboratories Division.

At the same time, five officials of the RCA Victor Division were elected Vice-Presidents in charge of their respective Departments of RCA Victor. They are Joseph B. Elliott, Vice-President in Charge of the RCA Victor Home Instruments; Meade Brunet, Vice-President in Charge of the RCA Victor Engineering Products; L. W. Teegarden, Vice-President in Charge of the RCA Tubes; J. W. Murray, Vice-President in Charge of the RCA Victor Records, and J. H. McConnell, Vice-President and General Attorney of RCA Victor.

At the American Broadcasting Company Fred M. Thrower, Jr. was elected Vice-President in Charge of Sales, a position he held before going into the service.

John H. Norton, Jr., Manager of the Station's Department, was elected Vice-President in charge of Stations.

C. P. Jaeger, who has been serving as Vice-President in Charge of Sales during Mr. Thrower's service in the Navy, has been appointed to the newly created position of Vice-President in Charge of Creative Sales, reporting to Mr. Thrower. Mr. Jaeger's duties will include the sale of programs, and the providing of merchandising and promotional help for ABC advertisers.

Murray Brabhorn, formerly Assistant General Sales Manager, has been appointed to direct the activities of a newly created Station Sales Department.

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## METROPOLITAN TV SUPPORTS CBS ON COLOR IN HIGHER CHANNELS

Direct support of the Columbia Broadcasting System's consistent efforts in behalf of high-frequency, full color television was seen Tuesday in the decision of Metropolitan Television, Inc., to withdraw its application for a commercial television license in the lower frequencies. Metropolitan Television is jointly owned by Abraham & Straus and Bloomingdale's, New York City department stores.

Informing CBS of his company's decision after many months of engineering research, I. A. Hirschmann, Metropolitan Vice-President, submitted a copy of the letter he had sent to T. J. Slowie, Secretary of the Federal Communications Commission.

In the letter Mr. Hirschmann wrote that Metropolitan concurred in the Commission's view that the present band was not adequate for a nation-wide and competitive television system. He added that he believed television would have to follow the course of frequency modulation broadcasting in moving to a higher band where there was a greater number of frequencies.

Mr. Hirschmann further advised the FCC that Metropolitan intended to continue its present experimental activities and upon their completion expected to conduct similar experimentation between 480 and 920 megacycles.

Commenting on the action, Lawrence Lowman, CBS Vice President in Charge of Television, said:

"Ever since the Columbia Broadcasting System first proposed full color television in the higher frequencies we have felt that department stores in particular would be quick to appreciate the tremendous merchandising potentials of this new medium. Clear pictures in full color, for instance, will show the consumer at the television receiver, not only the pattern of a garment, but the color and texture of the fabric, reveal the detail and design to optimum advantage. Metropolitan Television is to be congratulated on its accurate appraisal of color television as, in Mr. Hirschmann's own words, 'the ultimate objective for public service.'"

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It might be well for broadcasters who contact any of the following members of Congress to know their Bible:

Representative Luther Patrick (D., Ala.) was the high scorer on a week ago Sunday's Bible Quiz broadcast over WWDC in Washington with 400 points. Four other Congressmen participated. Representative John R. Murdock (D., Ariz.) was second high scorer with 366 points.

Remainder of the points were divided among Representatives Max Schwabe (R., Mo.), Joseph R. Bryson (D., S.C.) and Sam M. Russell (D., Tex.).

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## BIG FANFARE FOR HARRY BUTCHER'S EISENHOWER STORY

No author ever had better publicity than Capt. Harry C. Butcher, USNR, former Washington Vice-President of the Columbia Broadcasting System, in his book about General Eisenhower, the first installment of which appears in the Saturday Evening Post of December 15th, now on the newsstands. The Post was reported to have paid a record price of \$175,000 for the serial rights alone and this week is carrying full page newspaper advertisements announcing the series as "The Intimate Diary of the Man Who Lived With Eisenhower". There is a large picture of the General and Captain Butcher under which is the following caption:

"Recognize the man with Eisenhower? You've probably seen him many times in newspaper photographs - standing unobtrusively behind General "Ike".

"His name is Captain Harry C. Butcher, USNR. He was General Eisenhower's naval Aide and close companion during the most dramatic years of the European war. He lived with 'Ike', sharing his triumphs and frustrations.

"Almost every day 'Butch' wrote down all the things he saw and heard that had to do with running the greatest war in history. Into this diary he poured not only the day-to-day business of the Supreme Commander, but hundreds of fascinating personal anecdotes about 'Ike' and other important Allied figures.

"From his own observations and from countless intimate talks with General Eisenhower, Captain Butcher has set down what we believe is the war's most revealing document. It comes to you first in - The Saturday Evening Post!"

Captain Butcher will be heard on "We, the People" over CBS Sunday evening at 10:30 P.M. EST. His book based on the now famous diary titled "My Three Years With Eisenhower" is expected to be on sale by Christmas and has already been chosen for distribution by the Book of the Month Club.

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## AMERICAN BROADCASTING COMPANY CLEARS ITS TITLE TO USE "ABC"

Mark Woods, President, American Broadcasting Company, and Leonard A. Versluis, President, Associated Broadcasting Corporation, have made a friendly out-of-court settlement of their differences in the use of the ABC symbol to designate their networks. A suit filed by Associated against the American Broadcasting Company to enjoin it from the use of the letters ABC has been settled with the stipulation by Associated that the American Broadcasting Company is now free to use ABC. In the future Associated will be known as the Associated Broadcasting System and will use the letters ABS as the symbol to identify its transcontinental network.

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L.B.S. Advises Publishers Not To Be Too Complacent

(From an interview with Louis B. Seltzer, editor of the "Cleveland Press")

Mr. Seltzer is concerned over the tendencies of some publishers to anchor their newspaper properties in "Snug Harbor" and believe they are safe from the competitive storms ahead. \* \* \*

Developing his point about the need for more young blood in the newspaper business, Mr. Seltzer, who is a vigorous editor in his own right, though in his late forties, explained:

"Newspapers, as distinguished from radio, magazines and the movies, are owned in the main by men who are fairly well along in years. The same condition is true of the railroads as compared with the air lines. This is a natural situation, but a dangerous one to publishers inclined to be too complacent."

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American Zone Radio Programs Displease Germans

(Kathleen McLaughlin in "New York Times" from Frankfort on the Main)

Radio broadcasts in the American zone also came in for villification, with the assertion that the programs were feebly powered and inane. The Germans added that the British and Russian zones were broadcasting far better news and musical entertainment and that as a result many turned to them.

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Asks If House Knew What It Was Doing Cutting Off FBIS

("Washington Post")

Congress, engrossed as it is at present in an expose of the inadequacy of this country's prewar intelligence system, has acted summarily to cut off funds for one of the most vital units in a sound postwar intelligence operation. It has forced the Foreign Broadcast Intelligence Service to cease the monitoring of foreign radio broadcasts - one of the most fruitful keys to understanding of the trend of events in foreign lands. The suspension was motivated by the most reckless sort of pennywise economy in the House of Representatives. And one may reasonably wonder whether many members of the House had any real understanding of the effect of what they did\*\*\*

Paradoxically, in the same bill, money was allowed to the State Department to take over from OSS and OWI personnel whose precise function it is to analyze the broadcast material provided by the FBIS. These analysts will now have no material to work on. Similarly the State Department's new Information Division preparing overseas broadcasts will be deprived of knowledge concerning the foreign ideas about America which their programs are intended to correct. \* \* \*

President Truman should propose such a service to Congress without delay and should request funds for the operation of all units needed to make it genuinely effective. We think it beyond question that the FBIS is one such unit; and we hope that the Presi-



dent will act before the agency's highly skilled personnel is permanently lost to the Government. In the meantime, one of the regular operating departments of the Government which makes use of FBIS material ought to be able to find funds to keep it in being. We cannot frame a sound foreign policy without eyes and ears to learn what is going forward in the world around us.

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Preparing the Listeners  
(Leonard Lyons in "Washington Post")

Edna Ferber, the Nation's No. 1 parlor-gamster, was at a party last week where she asked the guests this question: "If you were standing in front of a radio microphone which was ready to carry your voice into every house in America - and at the same time you knew that an atomic bomb, large enough to destroy the whole world, was on its way down by parachute, what would you say? What would be your one brief message before the bomb destroyed us all?" . . . "I would say into that microphone", said Russel Crouse, "Ladies and gentlemen, the next voice you hear will be that of Franklin D. Roosevelt."

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Fiorello Hailed As First Innovation Since the Quiz Kids  
("Terre Haute Star")

A serious deficiency in the country's radio diet is about to be remedied. Come Jan. 6, the Sunday broadcasts of Fiorello H. LaGuardia, hitherto restricted to the range of New York City's municipal station, will be heard on a countrywide network.

People who have listened to and liked Mr. LaGuardia's "Talks to the People" during his years as New York's mayor will tell you that this is a good thing. \* \* \*

The simple reason for this is that Mr. LaGuardia is unique. He is politician, statesman, administrator and clown. He is guide, philosopher and Dutch uncle. Dignity is not for him. He is as uninhibited as a cage full of monkeys, and frequently is amusing. A complete and unabashed ham, he bellows, whines, wheedles and coos. Not for him are the pear-shaped tones of the unctuous radio announcer, or the carefully prepared script of the deep-dish commentator. His Honor's voice is high, and his choice of subjects wide and handsome. Everything is strictly off the cuff.

If Mr. LaGuardia preserves his present radio personality - and he has indicated that his wife has orders to shoot him with an old Army .45 if he should change - the national radio audience is due for the first ether innovation since the quiz kids.

As a radio entertainer, Mr. LaGuardia is a combination of Gabriel Heatter, Lou Costello and Mary Margaret McBride. He is, to say the least, vigorous and positive. To him a spade is a spade and a scoundrel is a skunk, and he doesn't mind saying so. His vocabulary is picturesque and his irony elaborate. And he's versatile. It is not out of character for him to turn from a castigation of horse betting as a disrupter of domestic bliss, to give the housewife a recipe for potato knishes.

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TRADE NOTES

The first station sale in which competitive bids were advertised for as per orders of the Federal Communications Commission, KOIN, Portland, Ore., for \$934,967 to Marshall Field, is now up for consideration by the FCC.

Balaban and Katz in Chicago, operators of television station WBKB have signed a contract with the Chicago Coliseum for exclusive television coverage of all events taking place in the Coliseum for the next five years.

Howard S. Frazier has resigned as Director of the National Association of Broadcasters. Mr. Frazier will continue as Acting Director of Engineering in order to complete certain projects now under way in the Engineering Department.

Mr. Frazier will open offices as a Radio Management Consultant at 1730 Eye Street, N.W., Washington, D. C.

National Union Radio Corporation - Nine months to Sept. 30: Net loss, \$725,986, after application of the carryback provisions of Internal Revenue Code, estimated net loss was \$84,386.

J. R. Poppele, Secretary and Chief Engineer of Station WOR, was reelected President of the Television Broadcasters' Association, Inc. last week. F. J. Bingley of Philco Radio & Television Corp., was reelected Vice-President, and Will Baltin, Secretary-Treasurer of the Association was reelected to his office. O. B. Hanson, Vice-President in Charge of Engineering at the National Broadcasting Co. was reelected Assistant Secretary-Treasurer.

WEW, The St. Louis University, St. Louis, Missouri, has filed an application with the Federal Communications Commission for a construction permit to increase power from 1 KW to 50 KW, hours of operation from Daytime to Unlimited Time, install new transmitter and directional antenna for night use and change transmitter location from St. Louis, Missouri, to Blackjack, Missouri.

James H. Carmine, Vice-President in charge of merchandising of Philco Corp., presented the first postwar radio off Philco's assembly lines to Clinton P. Anderson, Secretary of Agriculture, at a meeting of the Philadelphia Rotary Club.

The radio, a battery operated farm table model, was the first radio produced on Philco's assembly lines since the war cut off civilian radio production.

Mayor LaGuardia didn't have to wait very long for a sponsor for his \$100,000 a year ABC broadcasts. It will be Liberty Magazine and the series will start January 6th



The United Electrical Workers-CIO asserted in Washington that the General Electric and Westinghouse Electric Companies were "abandoning" fifteen Government-built war plants costing \$132,000,000 and erecting new factories in small-town, low-wage areas.

James J. Matles, director of organization for the union, declared that the plants being abandoned, located in industrial areas where the union was strong "could have been converted speedily and have produced tens of thousands of radios, refrigerators, washing machines, and other electrical appliances for an appliance-hungry public".

Among the government-owned industrial units which the union contended were being abandoned, the cost and products of each, were listed as follows:

General Electric: Schenectady, N.Y., \$2,400,000 and \$3,500,000, radio equipment; Syracuse, N.Y., \$30,000,000 turbine and general superchargers, \$1,600,000 and \$3,600,000, radar equipment; Westinghouse: Fairmont, W. Va., \$5,100,000, radio tubes; Homewood, Pa., \$700,000, auxiliary turbo generators.

Among the new projects reported by the Union was that the General Electric in Indiana and Kentucky had purchased all assets of Ken-Rad Tube Company, several plants making radio tubes.

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Collins Radio Company - Year to July 31: Net income, after taxes and all charges including special reserves, was \$766,261, equal to \$2.29 a common share on net sales of \$43,517,795, compared with \$870,884, or \$2.63 a share, after \$896,585 provision for special reserves in preceding fiscal year when sales totaled \$47,310,851. Current assets on July 31, last, were \$19,732,424 and current liabilities, \$14,725,894.

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Miss Helen A. Cornelius, former Assistant Director of Broadcast Advertising, has been named special counsel on retail broadcasting advertising to the National Association of Broadcasters. Miss Cornelius has been with the Association since September, 1944.

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RCA has declared the following dividends: on the outstanding shares of First Preferred stock, 87½ cents per share, for the period from October 1, 1945, to December 31, 1945, payable in cash on January 2, 1946, to holders of record of such stock at the close of business December 17, 1945.

On the outstanding shares of Common Stock, 20 cents per share, payable in cash on January 29, 1946, to holders of record of such stock at the close of business December 21, 1945.

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The Federal Trade Commission has accepted from Hugo Gernsback, former radio magazine publisher, trading as National Plans Institute, P.O. Box 26, New York, a stipulation to cease and desist from certain misrepresentations concerning a booklet on mail-order selling plans entitled "Cash In".

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